



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **08/27/12-09/02/12**

Contract / Revision **309140 /**

Original Date / Revision
08/24/12 08/24/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

DIBC2 - The People Should Decide

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **827902**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	33	\$35,423.75	\$41,675.00	0.00
Totals	33	\$35,423.75	\$41,675.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/02/12	33	\$35,423.75	\$41,675.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/27/12	08/30/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1--1---	:15/:15	2	\$400.00	P-4	0.00 BK	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	1--1---			2	\$400.00	0.00					
N 2	WXYZ	08/29/12	08/31/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	--1-1--	:15/:15	2	\$350.00	P-4	0.00 BK	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	--1-1--			2	\$350.00	0.00					
N 3	WXYZ	08/27/12	08/28/12	12p Noon News 12p News	CM	12-1p	11-----	:15/:15	2	\$400.00	P-4	0.00 BK	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					



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Contract / Revision **309140** Flight Dates **08/27/12-09/02/12**

Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 - The People Should** Estimate # **827902**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	08/27/12	08/28/12	12p Noon News 12p News	CM	12-1p	11-----	:15/:15	2	\$400.00	P-4	0.00	BK	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	11-----					2	\$400.00		0.00			
N 4	WXYZ	09/02/12	09/02/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:15/:15	1	\$2,000.00	P-4	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$2,000.00		0.00			
N 5	WXYZ	08/29/12	08/31/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:15/:15	2	\$500.00	P-4	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--1-1--					2	\$500.00		0.00			
N 6	WXYZ	08/27/12	08/31/12	430 AM News 7 Action News This Morni	CM	430a-5a	1--11--	:15/:15	3	\$125.00	P-4	0.00	BK	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1--11--					3	\$125.00		0.00			
N 7	WXYZ	08/29/12	08/31/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--1-1--	:15/:15	2	\$650.00	P-4	0.00	BK	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--1-1--					2	\$650.00		0.00			
N 8	WXYZ	09/01/12	09/01/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:15/:15	1	\$350.00	P-4	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-					1	\$350.00		0.00			
N 9	WXYZ	09/01/12	09/01/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:15/:15	1	\$300.00	P-4	0.00	BK	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-					1	\$300.00		0.00			
N 10	WXYZ	09/02/12	09/02/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:15/:15	1	\$250.00	P-4	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$250.00		0.00			
N 11	WXYZ	08/27/12	08/30/12	5p News 5-6pm M-F	CM	5-6pm M-F	1--1---	:15/:15	2	\$650.00	P-4	0.00	BK	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1--1---					2	\$650.00		0.00			
N 12	WXYZ	08/28/12	08/30/12	6p News 6-630pm M-F	CM	6-630pm M-F	-1-1---	:15/:15	2	\$900.00	P-4	0.00	BK	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1-1---					2	\$900.00		0.00			
N 13	WXYZ	08/28/12	08/31/12	7p News M-F 7-730p	CM	7-730pm M-F	-1111--	:15/:15	4	\$750.00	P-4	0.00	BK	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-1111--					4	\$750.00		0.00			
N 14	WXYZ	09/01/12	09/01/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:15/:15	1	\$500.00	P-4	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-					1	\$500.00		0.00			
N 15	WXYZ	09/02/12	09/02/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:15/:15	1	\$500.00	P-4	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$500.00		0.00			



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Hiatus Dates

Original Date / Revision 08/24/12/ 08/24/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 - The People Should** Estimate # **827902**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	09/02/12	09/02/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:15/:15	1	\$500.00	P-4	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$500.00		0.00			
N 16	WXYZ	08/30/12	09/02/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---1--1	:15/:15	2	\$1,400.00	P-4	0.00	BK	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---1--1					2	\$1,400.00		0.00			
N 17	WXYZ	08/27/12	08/31/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	1---1--	:15/:15	2	\$700.00	P-4	0.00	BK	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	1---1--					2	\$700.00		0.00			
N 18	WXYZ	08/30/12	08/30/12	Lions Pre-Season Footba Lions Pre-Season Footba	CM	7-11pm	---T---	:15/:15	1	\$7,500.00	P-4	0.00	BK	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$7,500.00		0.00			
N 19	WXYZ	09/01/12	09/01/12	ABC Saturday Night Foc ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:15/:15	1	\$15,000.00	P-4	0.00	BK	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$15,000.00		0.00			
Totals														33	\$41,675.00